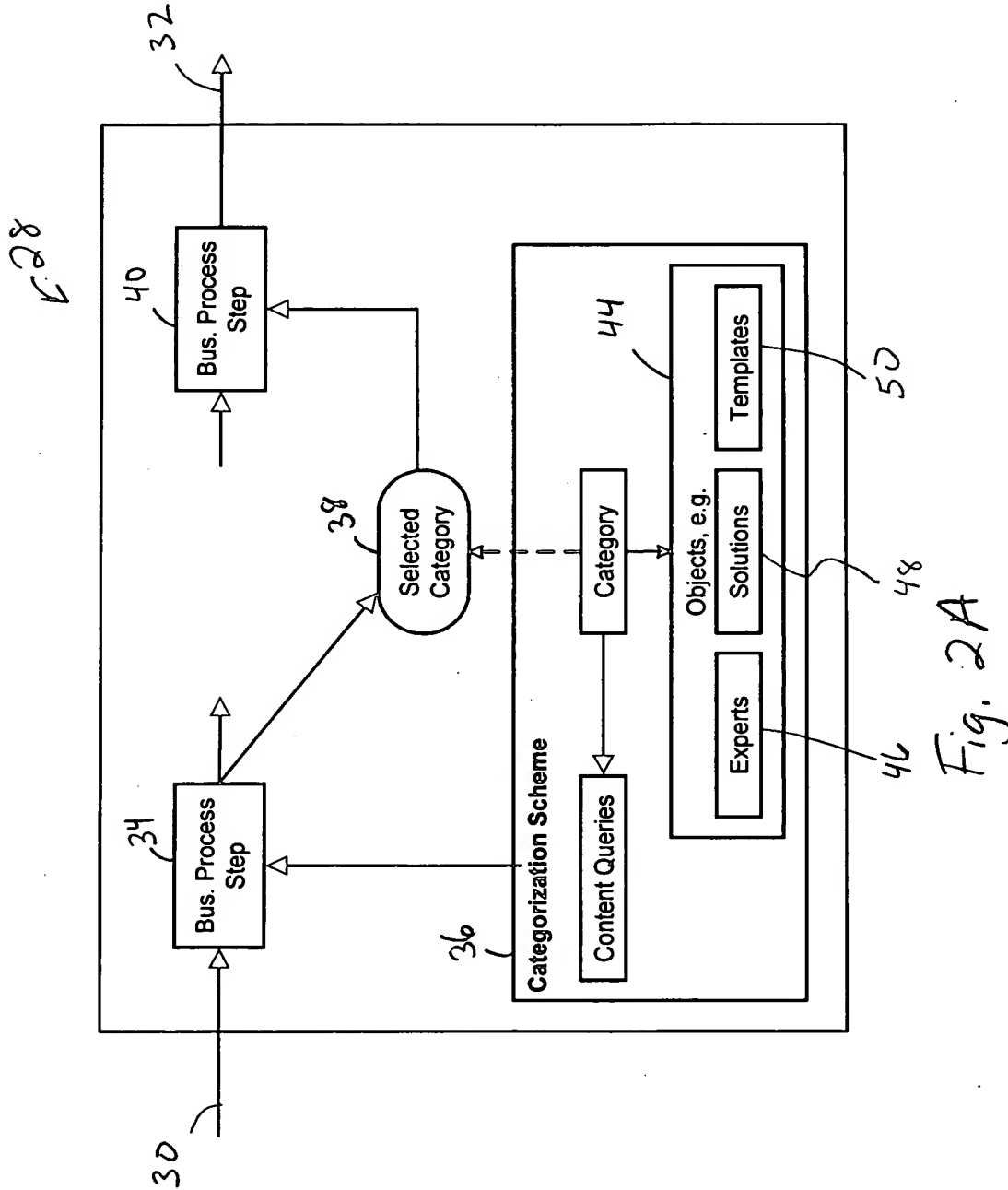


Fig. 1



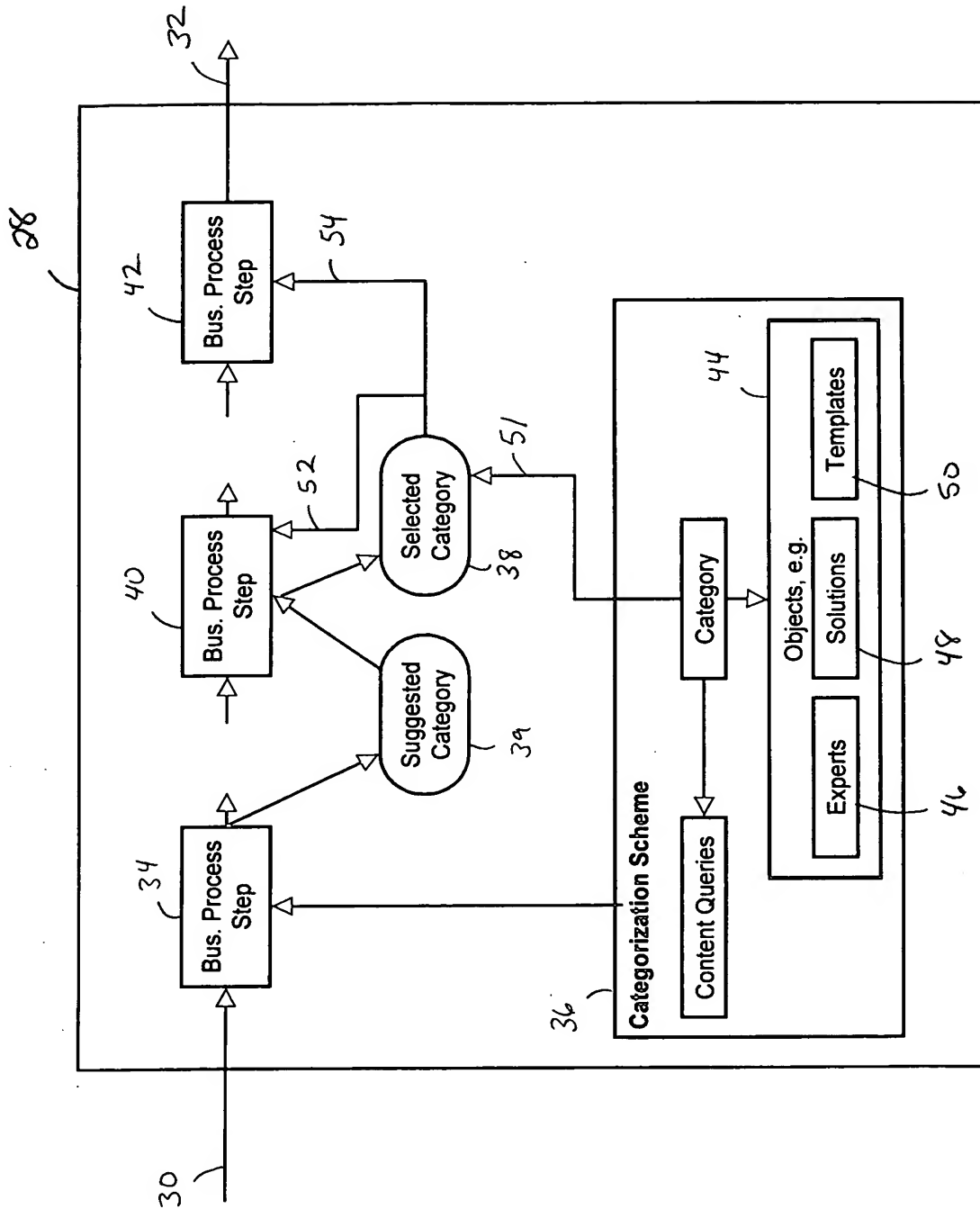


Fig. 2B

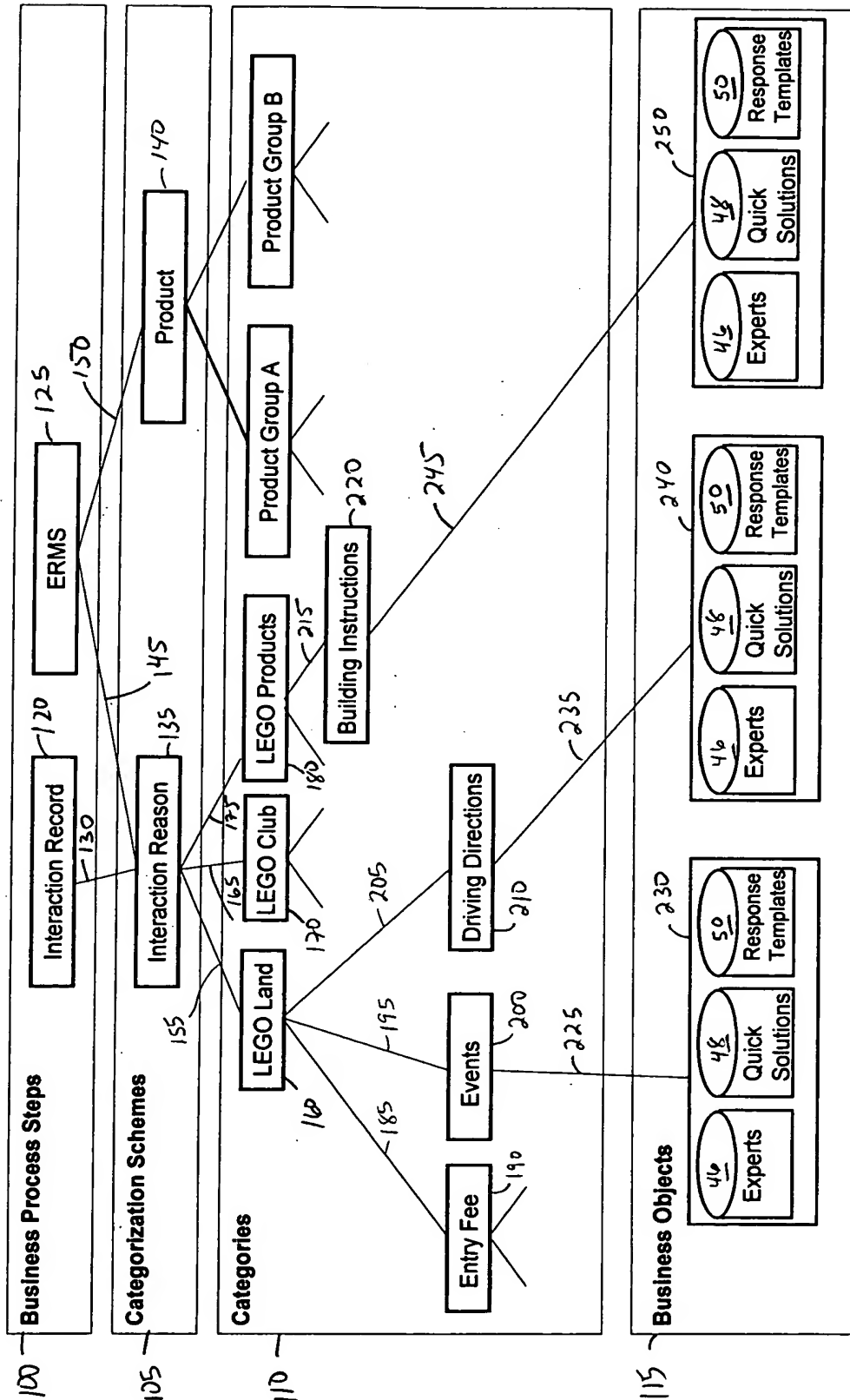


Fig. 3

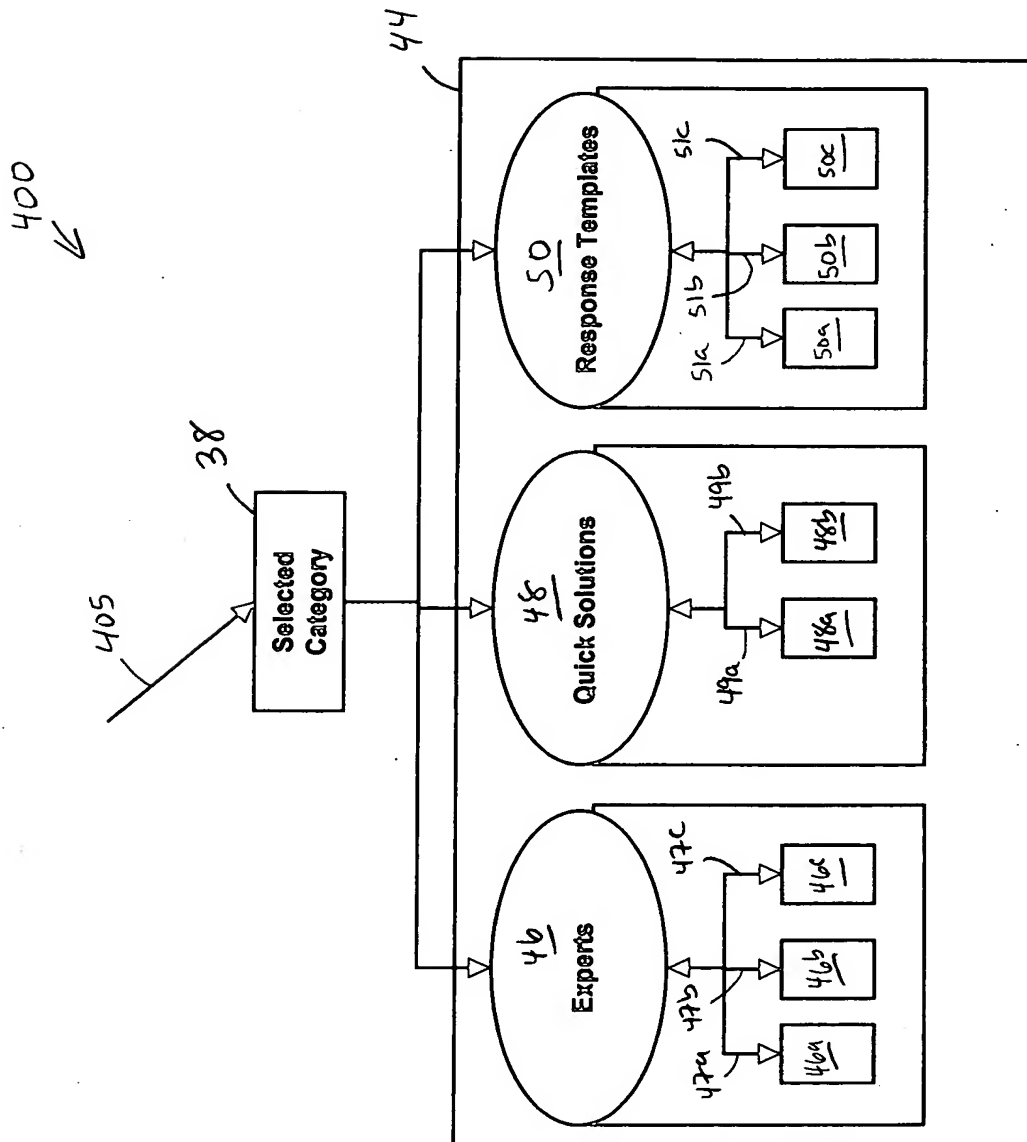


Fig. 4

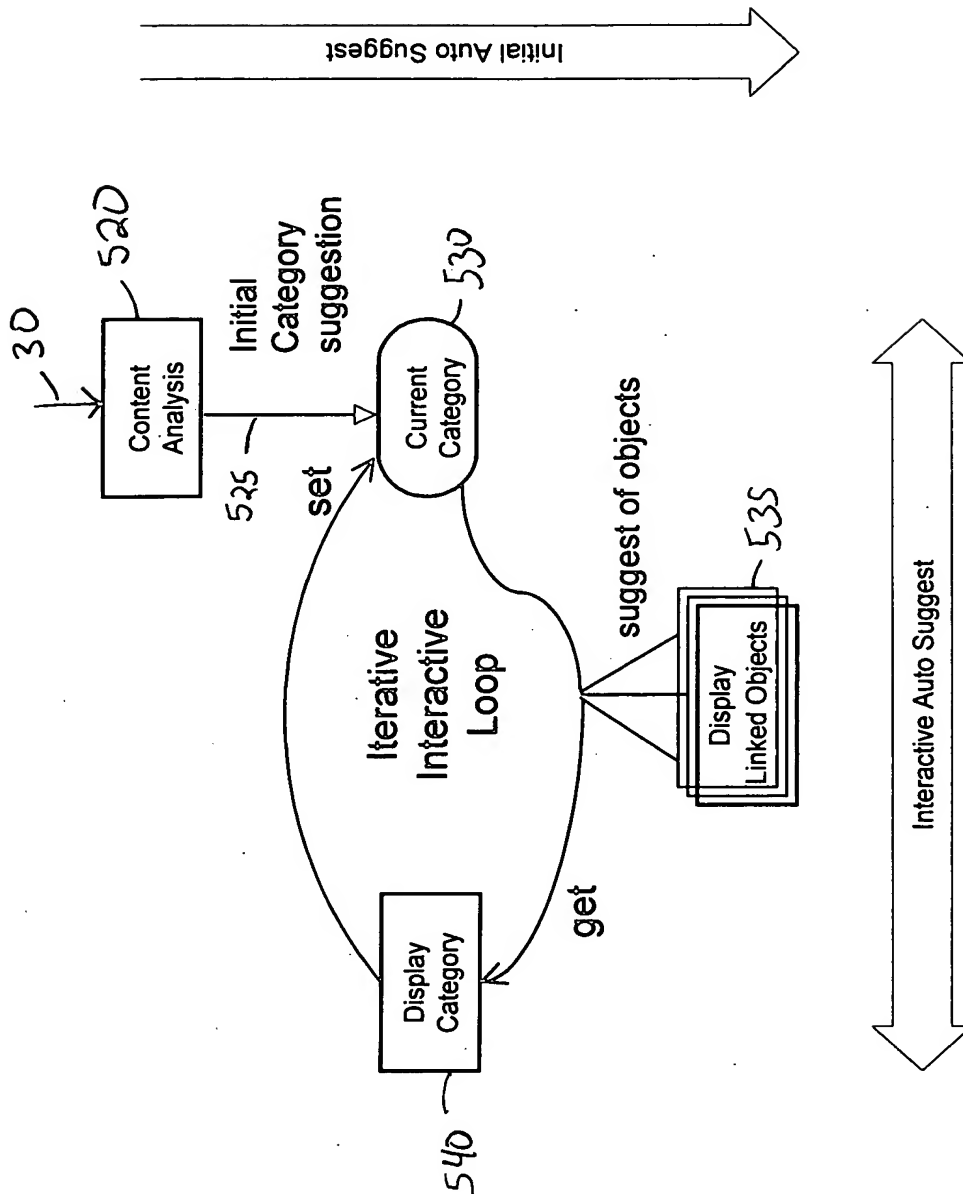


Fig. 5A

550

Description	Priority / Status
Reason	Very High <input type="button" value="In Process"/>
Classification 1	Apple <input type="button" value="In Process"/>
Classification 2	iPod <input type="button" value="In Process"/>
Classification 3	Playlists <input type="button" value="In Process"/>
Classification 4	<input type="button" value="In Process"/>

555

560

Fig. 5B

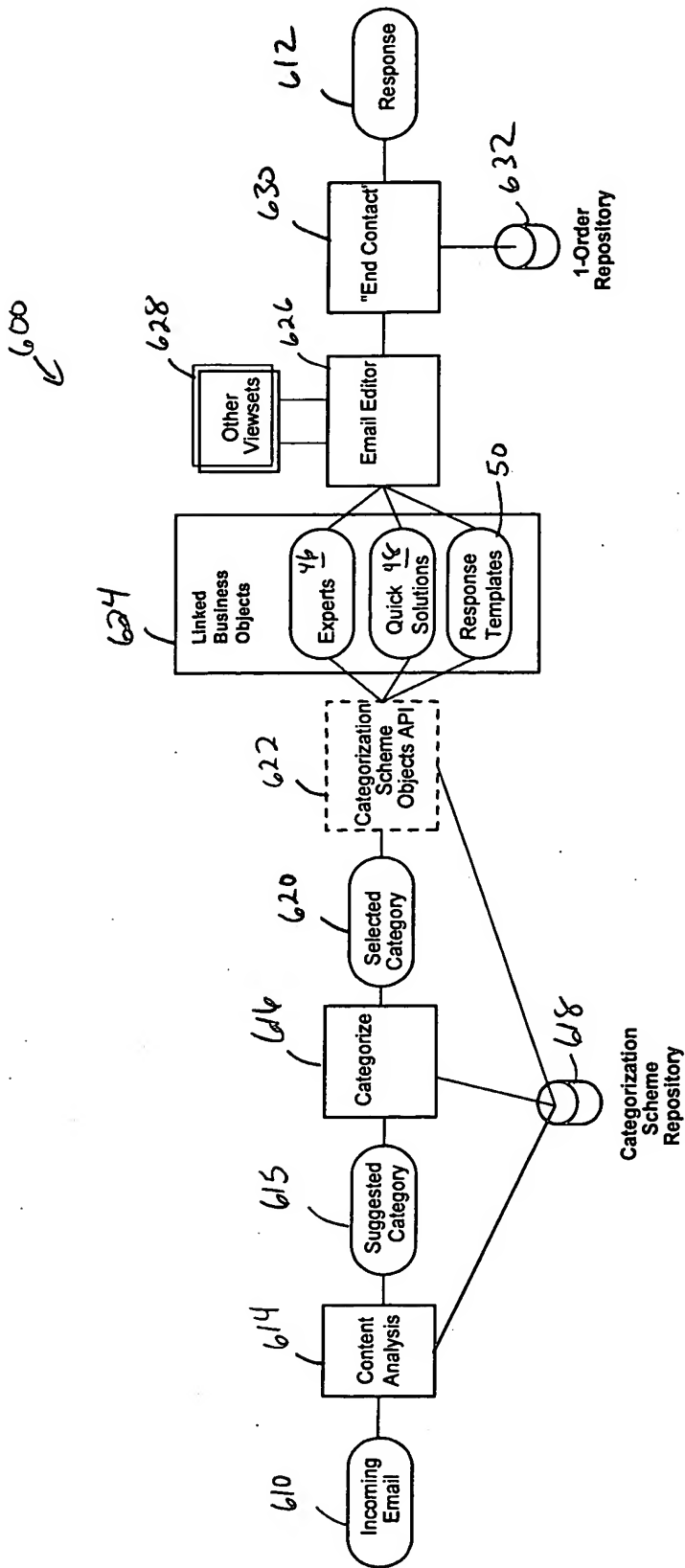
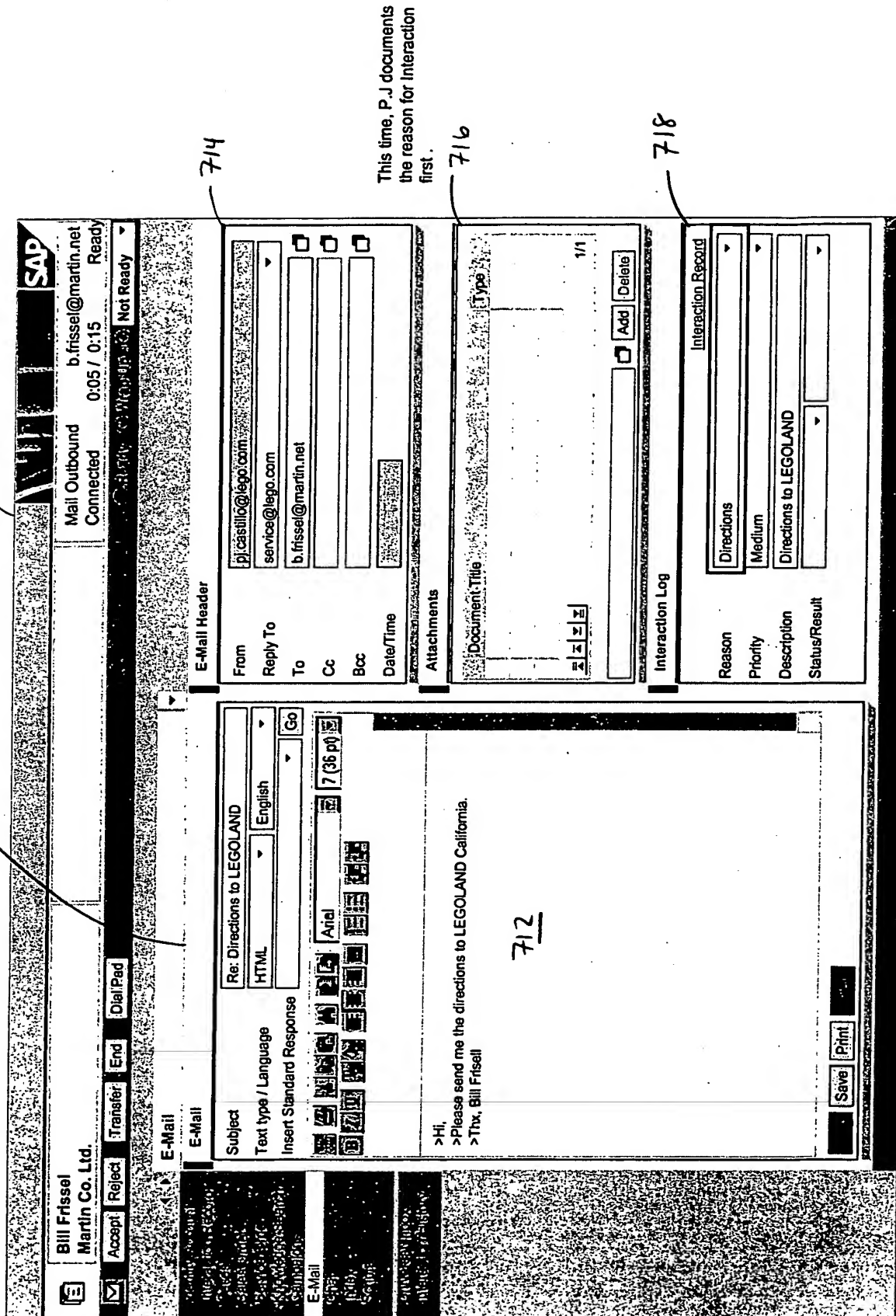


Fig. 6





**FIG. 7A**

Now, when P.J. opens the Standard Response pull down, he sees only the relevant responses. P.J. can search for more responses if he needs to. P.J. chooses Directions to LEGOLAND California.

710

700

SAP

Bill Frissel  
Martin Co. Ltd.

Mail Outbound  
Connected 0:05 / 0:15 Ready

Accept Reject Transfer End Dial Pad

E-Mail

E-Mail Header

From: p.casilla@lego.com  
Reply To: service@lego.com  
To: b.frissel@martin.net  
Cc:  
Bcc:  
Date/Time:

Attachments

Document Title Type  
1/1

Interaction Log

Reason Directions  
Priority Medium  
Description Directions to LEGOLAND  
Status/Result

Re: Directions to LEGOLAND  
HTML English  
Go

Text type / Language  
Insert Standard Response

Directions - LEGOLAND Billund  
Directions - LEGOLAND California  
Directions - LEGOLAND Deutschland  
Directions - LEGOLAND Windsor  
More Responses.

730

>Hi,  
>Please send me the directions to LEGOLAND California.  
>Thx, Bill Frissel

Save Print

FIG. 7B

P.J. personalizes the message and sends it to Mr. Frissel.

710

760

SAP

Bill Frissel  
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

Mail Outbound Connected 0:05 / 0:15 Ready

b.frissel@martin.net

E-Mail Header

From: pl.castillo@lego.com  
Reply To: service@lego.com  
To: b.frissel@martin.net  
Cc:  
Bcc:  
Date/Time:

Attachments

Document Title: Type: 1/1

Interaction Log

Reason: Directions  
Priority: Medium  
Description: Directions to LEGOLAND  
Status/Result:

730

Re: Directions to LEGOLAND

Text type / Language: HTML English

Insert Standard Response: Directions - LEGOLAND California Go

736 pt

Hi Bill,

Here are the directions:

LEGOLAND® California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.

From North San Diego County:

Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND

From North San Diego County inland:

Take 15 North or South to 78 West to 5 South, then take Cannon Road East and follow signs to LEGOLAND

From North San Diego South Bay Area:

Take 5 South to Cannon Road East, and follow signs to LEGOLAND

From East San Diego County, Hotel Circle:

Take 8 West to 5 North to Cannon Road East, then follow signs to LEGOLAND

Save Print

712

71C

FIG. 7C

P.J decides to look for a Standard Response. He does not see the response he is looking for in the short list, so he selects More Responses to access all of the Standard Responses available company wide.

710

700

SAP

Bill Frissel  
Martin Co. Ltd.

Accept | Reject | Transfer | End | Dial Pad

Mail Outbound  
Connected 0:05 / 0:15  
Ready

Not Ready

E-Mail Header

From: p.casill@lego.com  
Reply To: service@lego.com  
To: b.frissel@martin.net  
Cc: b.frissel@martin.net  
Bcc:   
Date/Time:   
Attachments:   
Document Title:   
Type:   
1/1  
Add | Delete

Interaction Log

Reason  
Priority  
Description  
Status/Result

Interaction Record

Re: Lego exclusive sets catalog request  
HTML  
English  
Go  
6 p  
Memberships  
Catalog Request  
Subscription Enquiry  
Publication request  
Event list  
Greeting  
Order Status  
More Responses..

730

>Hi,  
>Please send me the prod  
>Lego sets.  
>Thx, Bill Frissel

712

Save | Print

FIG. 8A

**P.J. wants to see what categories exist under Interaction Reason.**

[illegible]

**FIG. 8B**

The tree of categories  
under Interaction  
Reason are displayed  
to P.J. and he selects  
Driving Directions.

700

Bill Frissel  
Martin Co. Ltd.

Mail Outbound  
Connected  
0:05 / 0:15  
Ready  
Not Ready

Value Help Selection

Search Criteria

Interaction Reason  
Language

Search Clear Close

Search Criteria

Refers to the exclusive ..  
Enquires regarding the ..  
Enquires requesting ..  
Requests to clarify entry ..  
Request to know current ..  
Category enumerating the ..

LEGO Club  
LEGO Land  
Driving Directions  
Entry Fee  
Events  
LEGO Products

Results

170  
160  
210  
190  
200  
180

Add to favorites Cancel

FIG. 8C



He searches based on the Category Driving Directions and sees the Standard Responses available under this category. He could also choose to search based on other Search Criteria

700

**SAP**

Bill Fritzel  
 Martin Co. Ltd.

Mail Outbound Connected 0:05 / 0:15 Ready

Not Ready

Accept Reject Transfer End Dial Pad

E-Mail

More Responses - Search

Show me standard responses with

Interaction Reason ☐ Driving Directions

With this title

Language

Search Clear

Results

50

Title	Category	Created On	Created By
Directions - LEGOLAND Billund	Directions		chavez
Directions - LEGOLAND California	Directions		chavez
Directions - LEGOLAND Deutschland	Directions		chavez
Directions - LEGOLAND Windsor	Directions		chavez

Cancel

FIG. 8D

Applicant(s): Christopher Ronnewinkel et al.  
COHERENT CATEGORIZATION SCHEME  
EV479290427US

After reading the  
description, P.J.  
decides to insert this  
response into  
her email.

700

830

Bill Frissel  
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

Mail Outbound Connected 0:05 / 0:15 Ready Not Ready

E-Mail

Standard Response - Detail

Title	Directions LEGO Land California
Category	Directions
Created by	Chavez
Created on	09.25.2003
Preview	

Hi Bill,

Here are the directions:

LEGOLAND® California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.

From North San Diego County:

- Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND
- From North San Diego County Inland:
- Take 15 North or South to 78 West to 6 South, then take Cannon Road East and follow signs to LEGOLAND
- From North San Diego South Bay Area:
- Take 5 South to Cannon Road East, and follow signs to LEGOLAND
- From East San Diego County Hotel Circle:
- Take 8 West to 5 North to Cannon Road East, then follow signs to LEGOLAND

Thanks and best regards,

P.J. Costello  
Customer Service Representative

832

Cancel

FIG. 8E



P.J. personalizes the message and sends it to Mr. Frissel.

710 700

**SAP**

Bill Frissel  
Martin Co. Ltd.

Mail Outbound Connected 0:05 / 0:15 Ready Not Ready

Accept Reject Transfer End Dial Pad

E-Mail

**E-Mail Header**

From: p.castillo@lego.com  
Reply To: service@lego.com  
To: b.frissel@martin.net  
Cc:   
Bcc:   
Date/Time:   
Attachments:   
Document Title:   
Type: 1/1  
Add Delete

**Interaction Log**

Reason	Priority	Description	Status/Result
Directions	Medium	Directions to LEGOLAND	

**Subject**  
Re: Directions to LEGOLAND  
Text type / Language: HTML English  
Insert Standard Response: Directions - LEGOLAND California Go  
7 36 p  
Hi Bill,  
Here are the directions:  
LEGOLAND® California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.  
From North San Diego County:  
Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND  
From North San Diego County Inland:  
Take 15 North or South to 78 West to 5 South, then take Cannon Road East and follow signs to LEGOLAND  
From North San Diego South Bay Area:  
Take 5 South to Cannon Road East, and follow signs to LEGOLAND  
From East San Diego County, Hotel Circle:  
Take 8 West to 5 North to Cannon Road East, then follow signs to LEGOLAND

Save Print

FIG. 8F

P.J documents the reason  
for interaction first and  
Saves it.

7/8

710

700

SAP

Mail Outbound Connected 0:05 / 0:15 Ready

Bill Frissel Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

E-Mail

Subject: Re: KRIKORI NUI building instructions

Text type / Language: HTML English

Insert Standard Response

7/36 p0

Arial

912

>Hi,  
>Could you please send me the KRIKORI NUI building instructions?  
>Thx, Bill Frissel

From: pfrissel@lego.com  
Reply To: service@lego.com  
To: b.frissel@martin.net  
Cc:  
Bcc:  
Date/Time:

Attachments

Document Title: Type: 1/1

Add Delete

Interaction Log

Reason: Building Instructions - KRIKORI NUI  
Priority: Medium  
Description: KRIKORI NUI building instructions  
Status/Result:

Save Print

FIG. 9A

Immediately, PJ is alerted  
that the system has  
located some Solutions  
that may be helpful.

718

920

**SAP**

2 Automatically Proposed Solutions Available

Mail Outbound Connected 0:05 / 0:15 Ready

b.frissel@martin.net

Not Ready

**E-Mail Header**

From: p.castillo@lego.com

Reply To: service@lego.com

To: b.frissel@martin.net

Cc:

Bcc:

Date/Time:

Attachments:

Document Title

Type

1/1

Add Delete

Interaction Log

Reason: Building Instructions - KRIKORI NUI

Priority: Medium

Description: KRIKORI NUI building Instructions

Status/Result:

**E-Mail**

Subject: Re: KRIKORI NUI building Instructions

Text type / Language: HTML English

Insert Standard Response

Go

7 (36 pt)

Hi,

>Could you please send me the KRIKORI NUI building Instructions?

>Thx, Bill Frissel

Save Print

FIG. 9B

P.J. is happy to see  
the document he  
wants automatically  
proposed to him. He  
adds it to his cart  
and emails it.

700

930

932

934

936

SAP

Bill Frissel  
Martin Co. Ltd.

Accept Reject Transfer Hold Unhold Hang Up Dial Transfer End Dial Pad

2. Automatically Proposed Solutions Available

b.frissel@martin.net  
0:05 / 0:15  
Ready

Not Ready

Knowledge Search

Search Criteria

Text Search | Attribute Search

Database Language

Search Terms

Kirkori nui building instructions

Exact Phrase

Exclude Terms

Search Clear

Search Results

Title

Kirkori Nui step-by-step building instructions

Kirkori Nui product description

Relevancy

100%

85%

1/1

Add to Cart Show Suggestions Hide Suggestions

Cart

Title

Kirkori Nui step-by-step building ins.

Feedback Status

Successful

1/1

Export to Case Remove

Refine Find Related

Search Refinement

FIG. 9C

- Predefines rules populate email with an auto-response
- If auto response is incorrect the agent can delete email and start over
- Body of email remains editable so agents can add or remove additional info.

P.J. personalizes the email and sends it to Mr. Frissel.

942

718

710

700

SAP

Bill Frissel  
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

Mail Outbound Connected 0:05 / 0:15 Ready

b.frissel@martin.net

Not Ready

E-Mail Header

From: p.castillo@lego.com

Reply To: service@lego.com

To: b.frissel@martin.net

Cc:

Bcc:

Date/Time:

Attachments

Document Title: LEGO Krikori Nui building Instructions

Type: 1/1

Add Delete

Interaction Log

Reason: Building Instructions - KRIKORI NUI

Priority: Medium

Description: KRIKORI NUI building Instructions

Status/Result:

730

Subject: Re: KRIKORI NUI building Instructions

Text type / Language: HTML English

Insert Standard Response: building Instructions request

Co

7 (36 p)

Mr. Frissel,

The building Instructions you requested are attached. Have fun building with LEGO!

Kind Regards,  
PJ Castillo  
Customer Service Representative

940

>Hi,  
>Please send me the product catalogue for the exclusive  
>Lego sets.  
>Thx, Bill Frissel

912

Save Print

FIG. 9D

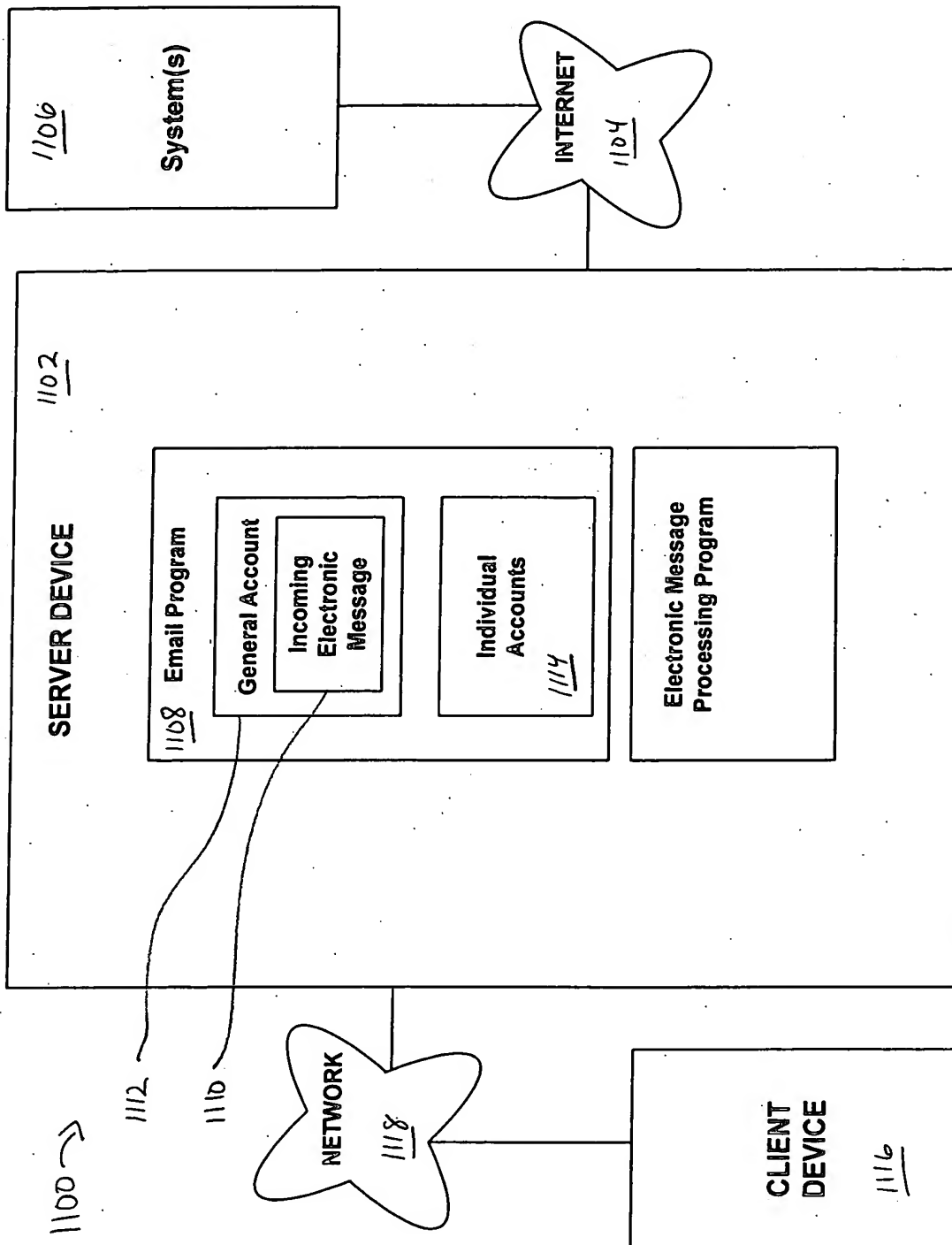


FIG. 10